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MONTANA OUT-OF-STATE VISITORS

TRAVEL REPORT FOR 1959

PREPARED BY

STATE ADVERTISING DEPARTMENT

MONTANA HIGHWAY COMMISSION

HELENA, MONTANA

MONTANA STATE LIBRARY
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Helena, Montana 59601

TRAVEL REPORT FOR 1959 MONTANA OUT-OF-STATE VISITORS

397

CONTENTS

	PAGE
OBJECTIVE	1
SUMMARY SHEET	2
COMPARISON OF TRAVEL DATA, 1957-1959	3
INTERVIEWS	4
OCCUPATION OF HEAD OF PARTY	5
COMPOSITION OF VISITOR PARTIES	6
ORIGIN OF TOURISTS	7
DESTINATION OF TOURISTS	8
LENGTH OF STAY IN MONTANA	11
MILEAGE IN MONTANA	14
TOURIST TRAFFIC IN CITIES AND TOWNS	15
VISITOR EXPENDITURES IN MONTANA	15
ANALYSIS OF VISITORS BY STATE OF ORIGIN	17
SAMPLES OF SURVEY FORMS USED	

THE SURVEY DESIGN

OBJECTIVE

This survey is the result of 10,947 roadside interviews of out-of-state visitors. The primary objective of this study is to compile information about out-of-state travelers to Montana, during 1959. The survey was designed to give some continuity to the much larger study undertaken in 1958. The 1959 survey was in no way intended to duplicate all facts developed in 1958 and most emphasis of the 1959 survey was placed on factors which might change from year to year. Many facts developed in the 1958 study should remain constant for a period of several years.

A more complete knowledge of where out-of-state visitors come from, how much money they spend, how long they stay, how many miles they drive, and other factors will be of distinct value to organizations and businesses directly or indirectly involved in the travel industry.

MONTANA OUT-OF-STATE VISITORS SUMMARY SHEET

BRIEF FACTS ABOUT THE 1959 VISITOR

NUMBER OF OUT-OF-STATE VISITORS	2,734,573
EXPENDITURES	$87,714,165
VEHICLES	726,371
PERSONS PER VEHICLE	3.2 persons
LENGTH OF STAY	3.6 days
MILES TRAVELED PER PARTY	573

PURPOSE OF TRIP

Vacation	80.0%
Business	13.1%
Pleasure & Business	5.0%
Other	1.9%

ACCOMMODATIONS

Motel	59.3%
Hotel	8.0%
Camping	9.4%
Friends & Relatives	14.0%
Tourist Rooms	1.3%
Trailer	4.7%
Home	7.2%
Other	6.1%

COMPARISON OF TRAVEL DATA BY OUT-OF-STATE VISITORS
FOR CALENDAR YEARS 1957, 1958 AND 1959

	Calendar Year 1957	Calendar Year 1958	Calendar Year 1959
Total out-of-state cars entering during summer season	403,010	379,595	392,425
Total out-of-state cars entering during entire year	939,013	702,625	726,371
Average occupancy per car	3.2	3.1	3.2
Total visitors by car	3,004,842	2,178,138	2,324,387
Other visitors by rail, bus and airplane (x .17647)	530,266	384,377	410,186
Total out-of-state visitors during year	3,535,108	2,562,515	2,734,573
Average length of stay in days	4.1	4.0	3.6
Total party days by out-of-state visitors	14,493,943	10,250,060	9,844,463
Expenditures per person per day by visitors	$6.15	$8.71	$8.91
TOTAL EXPENDITURE FOR YEAR BY VISITORS	$89,137,749	$89,278,023	$87,714,165

INTERVIEWS

Interviews were conducted at highway check points of out-of-state vehicles leaving, rather than entering, Montana. The visitor leaving the state can report much more accurately what he did, rather than what he thinks he is going to do (as would be the case in an interview of inbound tourists) in the Treasure State. These interviews, as closely as possible, were conducted at the same locations, dates and hours the interviews were conducted in 1958. The 1958 origin-destination survey results included in the 1958 report were also based solely on outbound interviews.

In 1959, the origin-destination interviews provided a very large-scale sample of information on basic characteristics of tourist parties. Questions asked in the 1959 survey included state of origin, principal destination, duration of trip in Montana and types of accommodations used.

In 1959, to get even more specific information, every fifth party interviewed was asked detailed questions about either their expenditures in Montana or the route and miles driven in Montana. This was done to compare, as closely as possible, any difference between the off-hand estimates and the detailed answers.

Smaller interview crews were used in the 1959 survey and shorter interview forms were used, covering those areas where there could be significant yearly change.

Copies of the three interview forms used in this survey are inserted in the back.

MONTANA'S TOURIST MARKET

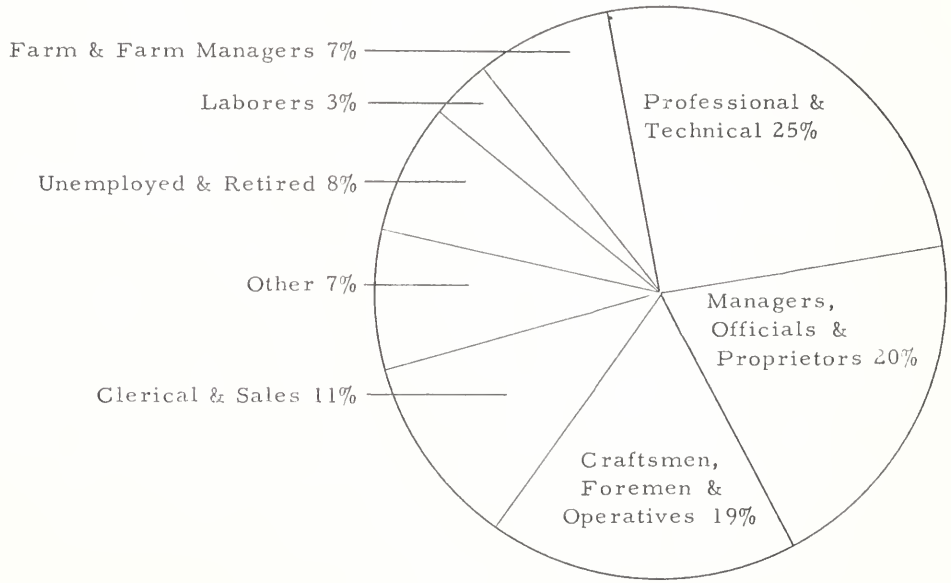
One of the most important and interesting things that can be developed by any such survey is the definition of the visitor market. This information is very important to any organization planning advertising or promotional programs.

OCCUPATION OF HEAD OF PARTY

In 1958, the occupational breakdown provided some striking figures about Montana visitors. A surprising number of professional and technical people (29%) and of managers, officials and proprietors (19%) visited our state. There is much discussion about campers and the 1958 survey indicates:

"The camper is seen here to be typically a person of means comparable to other tourists, who camps out of choice rather than out of necessity. In any event it would not seem that a restriction on further expansion of camping facilities in the state would in any way benefit operators of commercial hostelries. Whether distinguished by taste or by necessity, the camper and the conventional tourist are two distinct markets...two separate groups of travelers looking for different experiences and different facilities. Discouraging the camper would not drive him into alternative accommodations; rather it would drive him to alternative areas where camping facilities are more numerous or superior."

OCCUPATIONAL CLASS
OF TOURIST



COMPOSITION OF VISITOR PARTIES

In 1959 the average size of visitor parties followed, almost exactly, the pattern shown in the 1958 survey. The average size of the party was 3.2 persons (1958: 3.2). Camping parties (3.7) averaged more than non-campers which was exactly the same as in 1958. Those parties who stayed in motels averaged 3.2 persons; hotels, 2.5 persons; tourist rooms, 3.4 persons, while parties with trailers had 3.5 persons.

SIZE OF OUT-OF-STATE VISITOR PARTIES

Motel	3.2
Hotel	2.5
Tourist Rooms	3.4
Camping	3.7
Home	3.1
Trailer	3.5
Car	3.0
Not stated	3.0
Average	3.2

ORIGIN OF TOURISTS

Trends that may be the effect of national economic or promotional activity are developed by comparing the origin of the visitors between 1958 and 1959. Because Montanans could travel within the state and not be counted at the border locations, they were not included in the survey. In 1958, the occupant survey showed that about 15.3% of the occupancy was by Montanans and 9.29% of the travelers leaving the state were Montanans.

PERCENT OF ORIGIN OF VISITORS LEAVING
MONTANA AT ROADSIDE CHECK POINTS
10 TOP STATES AND CANADA

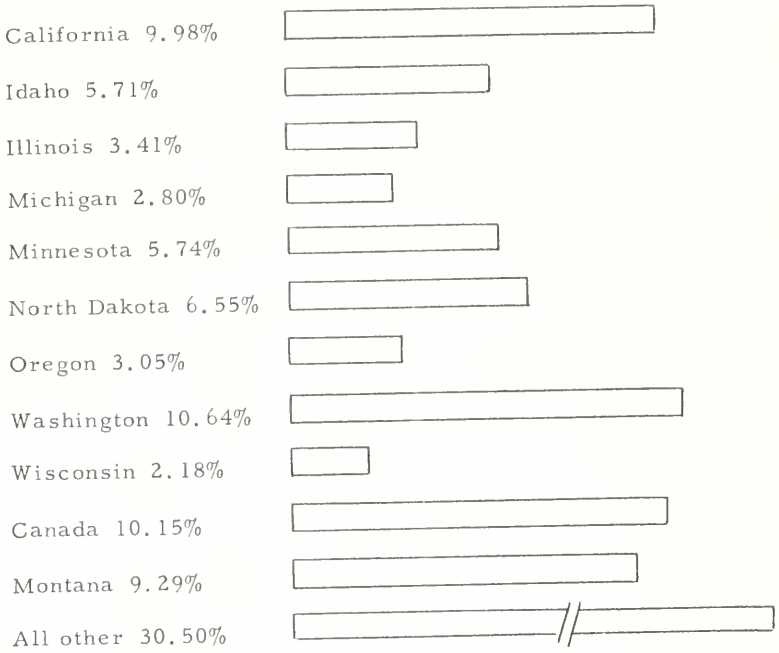
STATE	1958	1959
California	9.88	9.98
Idaho	4.02	5.71
Illinois	3.68	3.41
Michigan	2.35	2.80
Minnesota	6.28	5.74
North Dakota	4.36	6.55
Oregon	3.30	3.05
Washington	12.87	10.64
Wisconsin	2.37	2.18
Canada	13.75	10.15
*Montana	9.29	9.29
All other	27.85	30.50
	100.00	100.00

*The Montana factor for 1958 was repeated in the 1959 survey.

It should be emphasized that these figures are percentages of the total tourist traffic and these percentages must be applied against the

total figure before it can be calculated whether out-of-state visitor traffic from any given state increased or decreased.

STATE OF ORIGIN OF VISITORS



DESTINATION OF TOURISTS

The destination of Montana's visitors is important because it reflects the proportion of our visitors who are drawn to Montana as a main attraction as to those who merely use it as a means of access to other attractions and other states. Motorists leaving the state were asked what was, or had been their major trip destination. Thirty-three per cent stated Montana was their principal destination in 1958, this was the same percentage reporting a Montana destination in 1959.

The economic importance of getting Montana as a destination for more travelers is brought out by an analysis of these figures. Of those who gave a definite indication of their final destination, the parties who listed Montana as their main objective stayed 5.6 days and drove 590 miles in the state. The motorist who had a definite destination, other than Montana, stayed 2.4 days and drove 564 miles. Although the visitor with a Montana destination spent less per day in the state, they spent 35% more in total during their entire stay in Montana than the visitors merely traveling through Montana.

The importance of the promotion of Montana as a destination state is further shown in the total expenditures by visitors in the state. The 1/3 who indicated a Montana destination accounted for nearly half (45.3%) of the total expenditures.

PER CENT PRINCIPAL TRIP DESTINATION
OF OUT-OF-STATE VISITORS IN 1958 AND 1959
15 STATES AND CANADA

STATE	1958	1959
California	5.1	5.6
Idaho	3.0	2.3
Illinois	.7	.1
Michigan	.6	.2
Minnesota	3.0	.5
New York	1.2	.5
North Dakota	3.6	.9
Oregon	2.8	2.6
South Dakota	1.6	1.0
Utah	1.2	2.2
Washington	12.3	15.4
Wisconsin	.7	.1
Wyoming	2.2	11.5
Canada	20.5	10.6
Alaska	1.1	2.7
Montana	33.0	34.1
All Other	7.4	9.7
	100.00%	100.00%

Changes in the larger percentages could well be significant as to travel trends. The changes in the smaller percentages may reflect a smaller sampling. In the 1959 survey, various provinces of Canada were also measured separately and of the trip destinations shown, Alberta was by far the heaviest with 5.0%, accounting for nearly half the Canadian destinations.

TOURIST TRAVEL IN MONTANA

The length of stay of the average visitor in Montana and the miles driven by the average out-of-state motorist, are very important to the economy of the state and deserve close watching.

These average figures from the roadside interviews, reflect the travel pattern of a sample of all visitors to the state and these figures should only be compared to the roadside interviews of 1958. This does not give a picture of the average daily occupants of commercial and camping accommodations.

LENGTH OF STAY IN MONTANA

Because many other 1958 survey figures also included a small proportion of Montanans, it is difficult to get an exact yearly comparison of length of stay by accommodations out to its entirety but some factors can be compared fairly closely. The variance in some cases in the following chart can be attributed to the fact that Montanans are included in the 1958 figures.

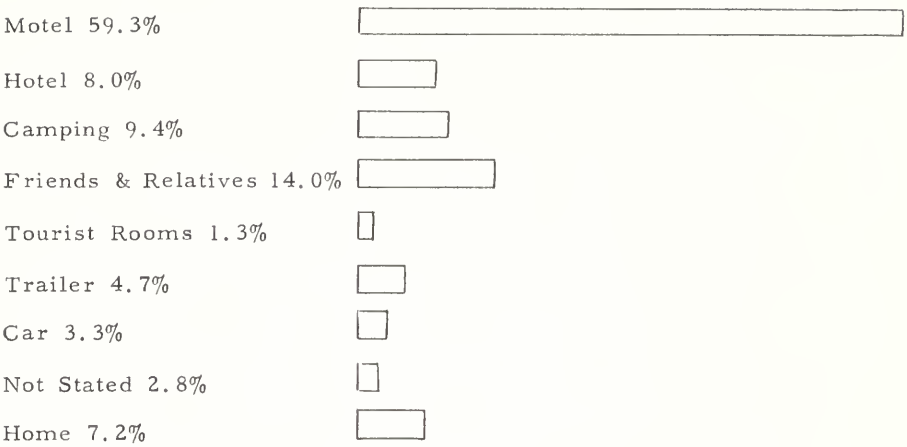
All parties, outbound, in the 1958 survey stayed an average 3.9 days in Montana. In 1959, this figure was 3.6 days.

DAYS SPENT IN MONTANA
BY ACCOMMODATION USED
ROADSIDE INTERVIEW 1958 - 1959

	Per Cent		Average Days In Montana	
	*1958	1959	*1958	1959
Motel	55.3	59.3	2.9	2.6
Hotel	5.6	8.0	3.9	4.1
Camping	12.3	9.4	4.5	3.1
Friends and relatives	12.5	14.0	5.4	5.9
Tourist rooms	.8	1.3	7.9	4.4
Trailer	1.7	4.7	11.8	7.2
Sleep in car	2.1	3.3	1.9	2.5
Not stated	1.7	2.8	4.9	3.1
Home	8.0	7.2	.6	2.4
	100.0%	100.0%	3.7	3.6

*Includes outgoing Montanans interviewed in 1958 only.

TYPES OF ACCOMMODATIONS USED BY SUMMER VISITORS

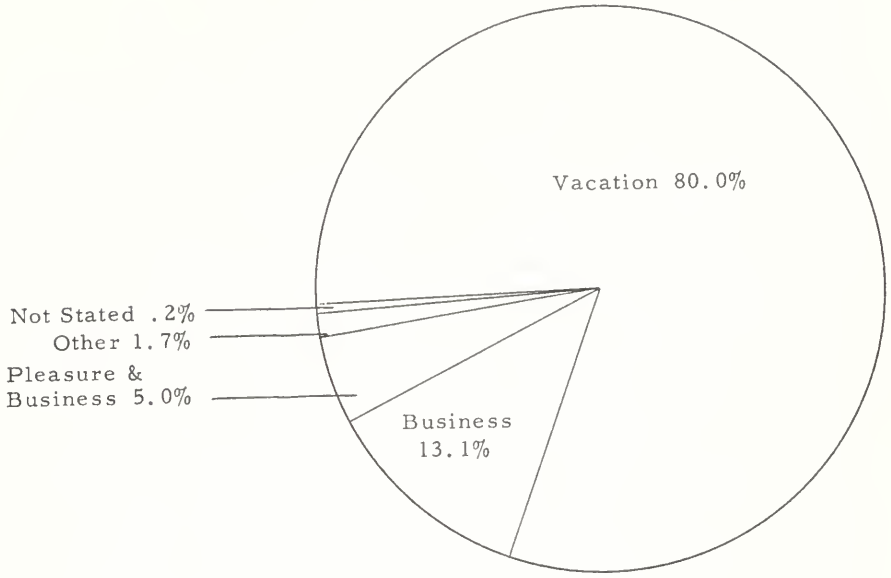


COMPARISON OF LENGTH OF STAY BY TRIP PURPOSE

	Per Cent		Average number days spent in Montana	
	*1958	1959	*1958	1959
Vacation	83.1	80.0	3.8	3.4
Business	10.0	13.1	4.2	4.3
Pleasure & Business	6.0	5.0	2.2	4.1
Other	0.8	1.7	4.7	2.7
Not Stated	0.1	0.2	5.1	6.4
Total or Average	100.0%	100.0%	3.7	3.6

*Includes outgoing Montanans.

TRIP PURPOSE OUT-OF-STATE
PASSENGER CARS, SUMMER 1959



MILEAGE IN MONTANA

The average mileage driven in 1958, according to interviews at the border locations, was 403 miles. By excluding the Montana drivers from this, out-of-state visitors are shown to have averaged 421 miles in Montana in 1958. The comparative 1959 figure is 573 miles.

To further check the validity of the 1959 mileage, every tenth person interviewed was asked a detailed set of questions about his mileage in Montana. Then he was shown a small map of the state and asked to trace his routing for the interviewer on the map which was later computed at map mileage. He was also asked to give an estimate of additional miles of in-city and other driving that would not show on the map.

The detailed survey questions seemed to make the motorist more conservative with their mileage estimates. On this form when the answers to the question, "How many miles did you drive in Montana?", were averaged for the 1,027 respondents, they claimed an average 536 miles driven in the state. When the actual miles were computed on the 1,027 maps, it showed an average 492 miles driven in the state. Twelve additional incremental miles was the average but this figure is probably conservative due to the large proportion of people who indicated they had not driven any extra miles in the state.

TOURIST TRAFFIC IN CITIES AND TOWNS IN MONTANA

In 1959 as compared to 1958, it would seem appropriate to repeat one paragraph in the 1958 survey:

"This traffic analysis pushes to the fore the realization that many places in addition to our major cities have at hand a substantial traffic volume presenting a challenging potential for tourist attractions and accommodations. Other evidence in the survey reveals that over-night stop-overs are highly concentrated in perhaps six to ten larger cities in the state, and that areas of major interest for most tourists are even more limited. But neither of these things need continue unchanged. Travel in the state is general and widespread even if interest is not. As access to Montana is enhanced through coming improvements in the interstate system, and as the continuing rise in the standard of living nationally yields more time and money for devotion to the pursuit of leisure, surely this already vast traffic flow will increase. But just as surely, access through Montana will be made easier, and the tourist is going to have to be diverted from his seeming goal of making a grand tour of the west in two weeks by covering upwards of 400 miles a day. The technological facts of transportation by themselves will exert a powerful force tending to shorten the stay of a large sector of Montana's tourist population from two nights, as presently, to just one. Unless equally powerful counter forces are set in operation, medium size towns (for Montana) will be hard pressed to hold their own, let alone to forge ahead in the competition for the tourist dollar. And even the larger cities, while not suffering absolutely, may find themselves diverting a diminishing share of an increasing traffic flow."

VISITOR EXPENDITURES IN MONTANA

In 1958, attempts were made to collect information on expenditures of all travelers in Montana by an occupancy survey and the roadside interviews. In 1959, the only objective was to compare any appreciable change in spending by the roadside interview as compared to 1958. The regular interview form had questions on expenditures in it, and every tenth motorist was asked detailed questions on his expenditures while in Montana.

In 1958, the occupant survey included a breakdown of expenditures of out-of-state visitors which averaged $23.07. In 1959, the detailed expenditure survey indicated an average daily expenditure of $23.52. In the much larger sampling of the general 1959 survey forms consisting of 8,879 interviews indicates a daily average expenditure of $21.48 for

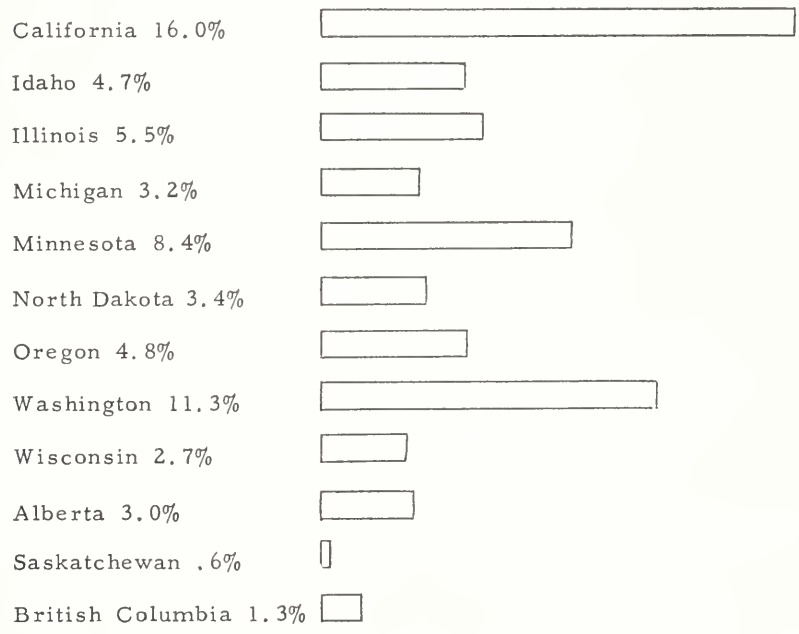
everything. Generally speaking, however, these figures represent about the same level of expenditures.

As it was determined in 1958, the several figures will all suffer from the same tendency to underestimate or under-recall actual expenditures. Through the well substantiated theories developed in the 1958 survey and in the nation-wide studies of tourism, it is widely accepted that food and lodging account for one-half the travelers expenses and it is these expenses they are least likely to forget. The 1959 detailed roadside expense interview showed an average $14.26 spent for food and lodging per party per day. This would mean average expenditures of $28.52, or $28.50 per day per party. This is $1.00 more than the figure used in 1958 and is the most reasonable level of expenditure that can be estimated for 1959.

ANALYSIS OF VISITORS BY POINT OF ORIGIN
NINE STATES AND THREE PROVINCES

In order to know more about the out-of-state visitor and their contribution to the economy, it would seem advisable to study the average visitor from each of the states and/or provinces that supply the bulk of Montana's visitors. California, Idaho, Illinois, Michigan, Minnesota, North Dakota, Oregon, Washington, Wisconsin, Alberta and British Columbia together supplied 61.53% of our out-of-state visitors from June 15 to September 15, 1959, according to the survey.

PERCENT OF EXPENDITURES BY STATE
OUT-OF-STATE VISITORS



CALIFORNIA

The California visitor stayed considerably longer (5.1 days) in Montana than the average visitor (3.6 days). Their expenditures per party per day were only slightly above average, but during their entire stay, they spent an estimated $138.34 per party, $51.79 more per stay per party than the average visitor party.

Thus, it can be calculated, while 11.0% of Montana's out-of-state visitors are from California, they contribute considerably more, over 16%, to our income from out-of-state visitors. A higher proportion of California visitors came strictly on vacations (90.5%) than visitors from all areas (80.0%).

Montana was the principal destination for 31% of our 1959 California visitors, Wyoming ranked second with 9%, Alberta was third with 7%. Other popular destinations in their order were Minnesota, North Dakota, Washington, and Idaho.

A slightly less than average proportion of Californians stayed in motels (44.2%) and hotels (5.0%). A higher than average number of Californians stayed with friends and relatives (20.3% vs. over-all average of 14.0) and over twice as many Californians used trailer houses (10.6%) as did the average out-of-state visitor (4.7%).

IDAHO

Visitors from Idaho stayed fewer days in Montana per visit than did the average visitor (3.2 days vs. 3.6 days). This indicates Idaho visitors, because of their proximity to Montana, probably make many short week-end visits. During their entire stay they spend about $60.01 per party, $26.54 less per party per stay than the average.

Whereas 6.3% of Montana's out-of-state visitors come from Idaho, they account for 4.7% of the visitor dollar income. About 3/4 of these trips are purely vacations and 16% are business visits.

Far fewer Idaho visitors stayed in commercial units (38.9%) than average (58.6%). A higher percentage of people from Idaho camped (12.2%), stayed with relatives (22.5%), or in trailers (6.2%), than did almost any other state.

ILLINOIS

Of the 599 visitor parties interviewed from Illinois, the average length of stay in Montana was well above the mean, 4.3 days. Their expenditures per party during this stay were well above average, $127.03. Excepting Michigan residents, they reported spending more per party per day than any other group of visitors.

While 3.76% of Montana's visitors, are from Illinois, they account for 5.52% of the total out-of-state visitor income. The vast majority of these visitors, 94.0%, came to Montana on vacation; well above the 80.0% national average.

Over 72% of Montana's guests from Illinois stayed in hotels, motels, or tourist rooms. This is above the average 58.59%. A slightly lower than average camped out, but 14.1% stayed with relatives.

MICHIGAN

Michigan visitors stayed 3.5 days in Montana. During their entire stay, they spent $89.42 per party, which is slightly more than average.

About 3.1% of Montana's visitors come from Michigan, and these guests accounted for 3.2% of the expenditures in this state in 1959. Most of the Michigan visitors are in Montana on vacations (90.8%) and only 2.5% reported being here on business.

Slightly more than average (61.5%) of these guests from Michigan reported sleeping in motels, hotels, or tourist rooms, compared to the 58.6% average. Camping was popular, with 11.4% reporting using this type of over-night accommodations.

MINNESOTA

Minnesota visitors to Montana stayed an average 3.5 days in the state and spent $100.67 per average party per stay. In 1959 Minnesota citizens accounted for 6.33% of Montana's out-of-state visitor income.

Of the 562 Minnesota parties interviewed, 89.1% came strictly on vacations; 4.2% came on business; and 5.6% reported combination vacation and business trips.

Minnesota guests reported using motels 56.0% of the time; hotels 8.3%; tourist rooms 7%; camping 8.6%; staying with relatives 16.8%; and trailers 3.2%.

NORTH DAKOTA

This state, bordering Montana on the East, accounts for 7.21% of the Treasure State's tourists and 3.39% of the out-of-state visitor income. The average North Dakota guest in Montana spends $40.68 per party per stay and averages 2.5 days within the state per visit.

Commercial over-night units are used by 31.9% of these visitors; 4.7% camp; 21.2% stay with relatives and friends; and 33.1% crossing the border stayed at their own homes.

OREGON

The Oregon visitor stayed longer (4.6 days) in Montana than the average visitor (3.6 days). Their expenditures per party per stay were $123.46, well above average.

While 3.37% of Montana's guests came from Oregon, these visitors accounted for 4.81% of the expenditures. Vacations were the reason for the visit in 84.7% of the cases and 6.6% were on business trips. Over half of the Oregon visitors in 1959 stayed in commercial units and another 20.1% reported staying with relatives (compared to the 13.96% average).

WASHINGTON

The largest tourist-producing state for Montana is Washington. The Treasure State gets 11.7% of its guests and 11.4% of its out-of-state visitor dollars from their near neighbors to the West. More tourists come from Washington, but Californians still account for the greatest expenditures.

According to the 1039 interviews of Washington guests made in 1959, the average tourist party from this state spends 2.9 days and $83.83 per visit in Montana. Vacations account for 84.7% of these visits, while 8.0% are business trips and 5.2% are combination trips.

Washington guests report using motels 50.5% of the time; hotels 5.4%; tourist rooms 1.1%; camping 12.9%; staying with relatives 13.1% and trailers 5.3%.

WISCONSIN

Wisconsin supplies 2.41 of Montana's out-of-state visitors who, in turn, account for 2.73% of the out-of-state visitor income. The average party from this state spends $98.16 per visit and stays 3.6 days in Montana.

Interviews were conducted with 214 tourist parties from Wisconsin in 1959 and 92.0% of these were on vacation; while 3.6% were on business and 2.0% reported combination trips.

A greater than average proportion of these Wisconsin guests stayed in commercial units (64.9%); 15.6% reported they camped, and 13.0% visited relatives and friends.

CANADA

Nine hundred ninety-five Canadians were interviewed in 1959. Canadian visitors to Montana account for 11.2% of Montana's guests and 8.24% of Montana's out-of-state visitor income.

Most of these guests come from the Province of Alberta (Alberta 4.0%; Saskatchewan 1.5%; British Columbia 2.3%; other Canada 3.4%).

Alberta visitors reported spending $64.95 per average 2.1 day visit; while Saskatchewan visitors spent $33.11 per average 1.5 day visit. British Columbia guests spent $47.40 per average 1.6 day visit. Well over 85% of all Canadians came to Montana on vacations, but 5.3% of the guests from British Columbia reported that their visits were business.

Hotels were generally more popular with Canadian visitors than with visitors from other states. Tourist rooms were quite popular with visitors from Saskatchewan (15.9%) as was visiting relatives and friends (22.7%). Camping was very popular with Albertans (21.8%) while visitors from the other provinces did little camping. Canadians use motels about as frequently as do other visitors.

(FORM A)

MONTANA STATE HIGHWAY COMMISSION
ADVERTISING DEPARTMENT 1959 TOURIST INTERVIEW FORM

INTERVIEWER _____

STATION MONTH DATE HOUR ☐☐☐☐☐☐☐☐ 1-8

1. Observe number of people in party _____ ☐☐ 9-10

2. Are you on vacation? Business trip? ☐ 11
   1. Vacation 2. Business 3. Pleasure and business
   4. Other 5. Not stated

3. Where is the main objective of your entire trip? _____ ☐☐ 12-13
   State, City or Area

4. What type of lodging did you use last night? 1. Motel 2. Hotel ☐☐ 14-15
   3. Tourist Rms 4. Camping 5. Relatives 6. Home 8. Trailer House
   9. Slept in car 10. Not stated

5. What is your estimated cost per day per party in Montana for meals and lodging? ☐☐☐ 16-18

6. What is your estimated cost per day per party in Montana for everything? ☐☐☐ 19-21

7. How many nights did you spend in Montana? ☐☐ 22-23

8. How many miles did you travel in Montana? ☐☐☐☐ 24-27

9. Observe state _____(license) ☐☐ 28-29

   Observe 1. House Trailer 2. Camping Trailer 3. Camping Rack 4. Boat ☐☐ 30-31

1. Observe number of people in party _____ ☐☐ 9-10

2. Are you on vacation? Business trip? ☐ 11
   1. Vacation 2. Business 3. Pleasure and business
   4. Other 5. Not stated

3. Where is the main objective of your entire trip? _____ ☐☐ 12-13
   State, City or Area

4. What type of lodging did you use last night? 1. Motel 2.Hotel ☐☐ 14-15
   3. Tourist Rms 4. Camping 5. Relatives 6. Home Trailer House
   9. Slept in car 10. Not stated

5. What is your estimated cost per day per party in Montana for meals and lodging? ☐☐☐ 16-18

6. What is your estimated cost per day per party in Montana for everything? ☐☐☐ 19-21

7. How many nights did you spend in Montana? ☐☐ 22-23

8. How many miles did you travel in Montana? ☐☐☐☐ 24-27

9. Observe state _____(license) ☐☐ 28-29

   Observe 1. House Trailer 2. Camping Trailer 3. Camping Rack 4. Boat ☐☐ 30-31

(FORM B)

MONTANA STATE HIGHWAY COMMISSION
ADVERTISING DEPARTMENT 1959 TOURIST SURVEY REPORT

INTERVIEWER _____

STATION MONTH DATE HOUR ☐☐☐☐☐☐☐☐ 1-8

1. We are interested in what it costs people to travel in Montana. Can you tell me what you spent YESTERDAY for:

Lodging _____ ☐☐☐ 9-11

Car operation such as gas, oil, etc. _____ ☐☐☐ 12-14

Meals in cafes, restaurants _____ ☐☐☐ 15-17

Food purchased in grocery stores _____ ☐☐☐ 18-20

Clothing or wearing apparel _____ ☐☐☐ 21-23

Entertainment, admissions, etc. _____ ☐☐☐ 24-26

Souvenirs, post cards, jewelry, film, etc. _____ ☐☐☐ 27-29

Professional services such as barber, doctor, lawyers, etc. ____ ☐☐☐ 30-32

Utilities such as telephone, telegraph, bus, taxi, power, water, lights, gas _____ ☐☐☐ 33-35

2. Are you on vacation? On a business trip? ☐ 36

1. Vacation 2. Business 3. Pleasure and business
4. Other 5. Not stated

3. Observe license _____ (State) ☐☐ 37-38

State Code

01	Alabama	19	Maryland	38	Rhode Island
02	Arizona	20	Massachusetts	39	South Carolina
03	Arkansas	21	Michigan	40	South Dakota
04	California	22	Minnesota	41	Tennessee
05	Colorado	23	Mississippi	42	Texas
06	Connecticut	24	Missouri	43	Utah
07	Delaware	25	Montana	44	Vermont
08	Dist. of Columbia	26	Nebraska	45	Virginia
09	Florida	27	Nevada	46	Washington
10	Georgia	28	New Hampshire	47	West Virginia
11	Idaho	29	New Jersey	48	Wisconsin
12	Illinois	30	New Mexico	49	Wyoming
13	Indiana	31	New York	50	Alaska
14	Iowa	32	North Carolina	51	Hawaii
15	Kansas	33	North Dakota	52	Alberta
16	Kentucky	34	Ohio	53	Saskatchewan
17	Louisiana	35	Oklahoma	54	British Columbia
18	Maine	36	Oregon	55	Canada (other)
		37	Pennsylvania	56	Foreign

(FORM C)

MONTANA STATE HIGHWAY COMMISSION
ADVERTISING DEPARTMENT 1959 TOURIST SURVEY REPORT

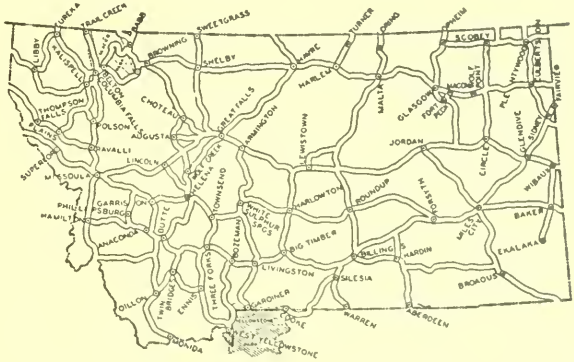
INTERVIEWER _____

STATION MONTH DATE HOUR [ ][ ][ ][ ][ ][ ][ ][ ] 1-8

1. Where did you enter Montana? _____ [ ][ ] 9-10

2. How many miles did you travel in Montana? _____ [ ][ ][ ][ ] 11-14

3. Show the driver the map and mark his approximate routing [ ][ ][ ][ ] 15-18



4. How many additional miles would you estimate you drive on short side trips and in-city driving that are not shown on this map? [ ][ ][ ] 19-21

5. Are you on vacation? Business trip? [ ] 22
   1. Vacation 2. Business 3. Pleasure and business
   4. Other 5. Not stated

6. Observe license _____ (State) [ ][ ] 23-24

Station numbers:

01	Sweet Grass	10	Gardiner
02	Babb	11	Rockvale
03	Eureka	12	Crow Agency
04	Troy	13	Broadus
05	Noxon	14	Baker
06	Haugan	15	Wibaux
07	Darby	16	Culbertson
08	Lima	17	Plentywood
09	West Yellowstone	18	Helena